ART · GOÛT · BEAUTÉ

FEUILLETS
DE
L'ÉLÉGANCE FÉMININE

PARIS

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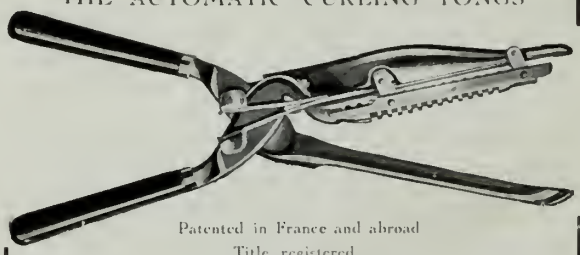

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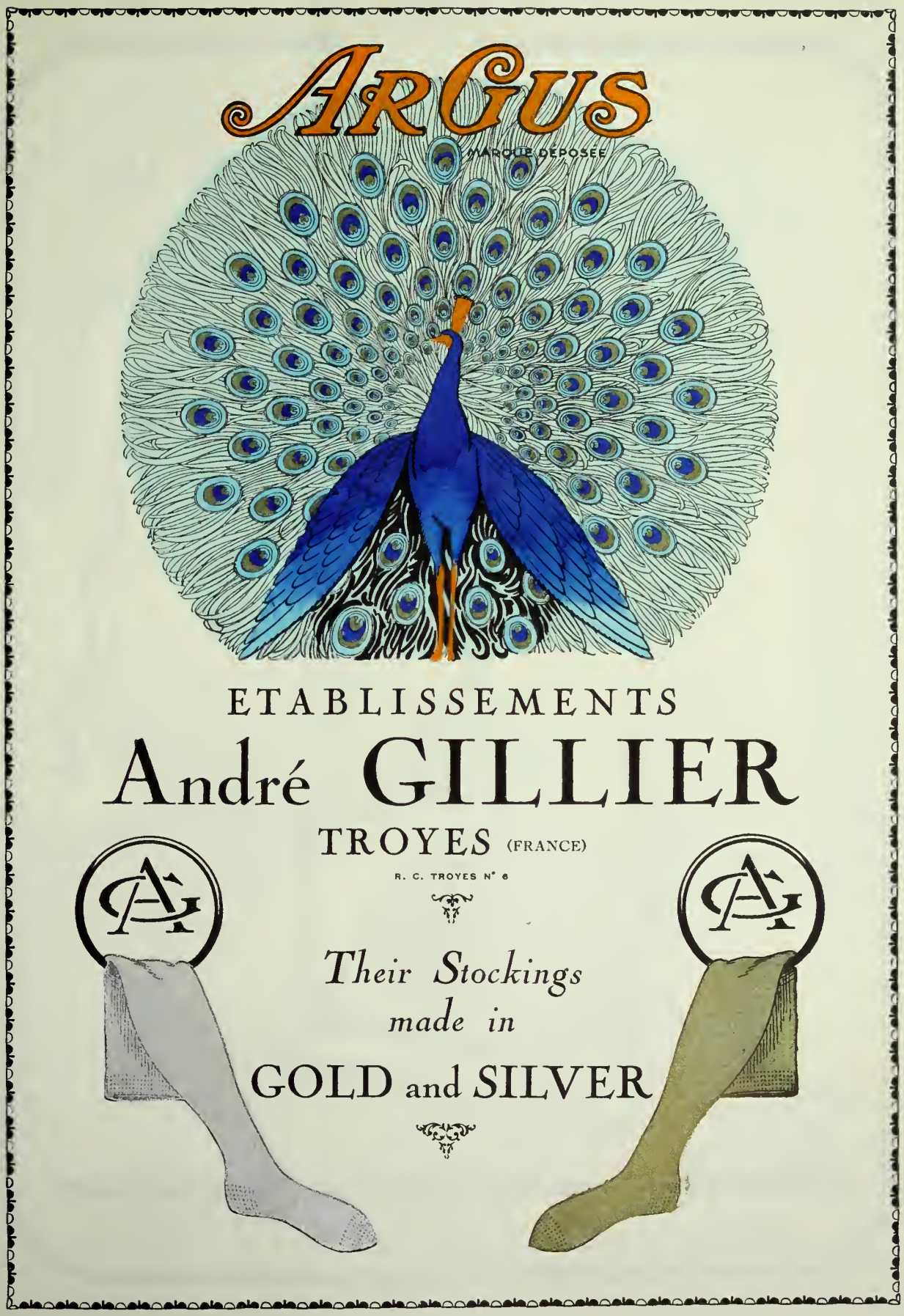
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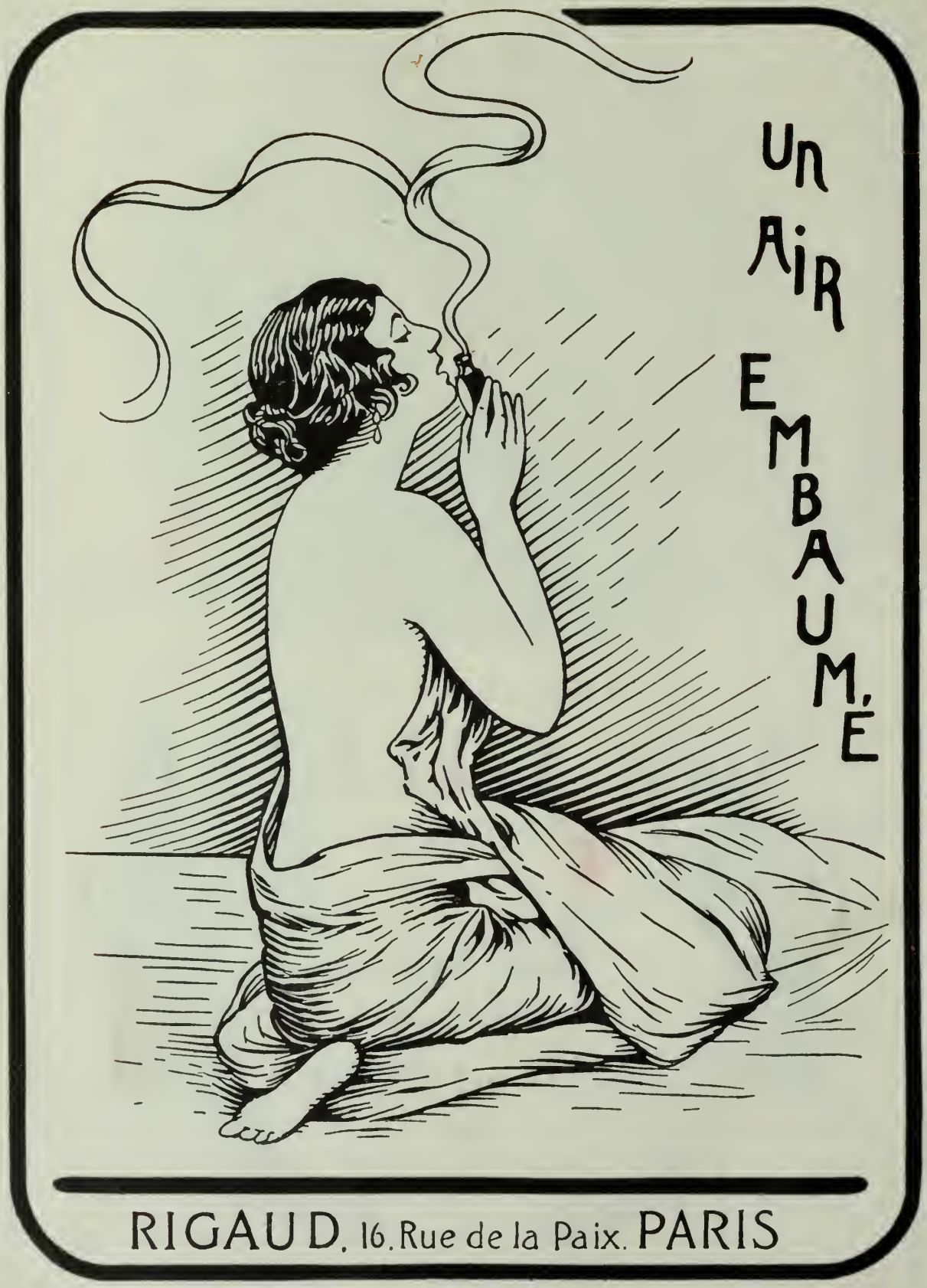
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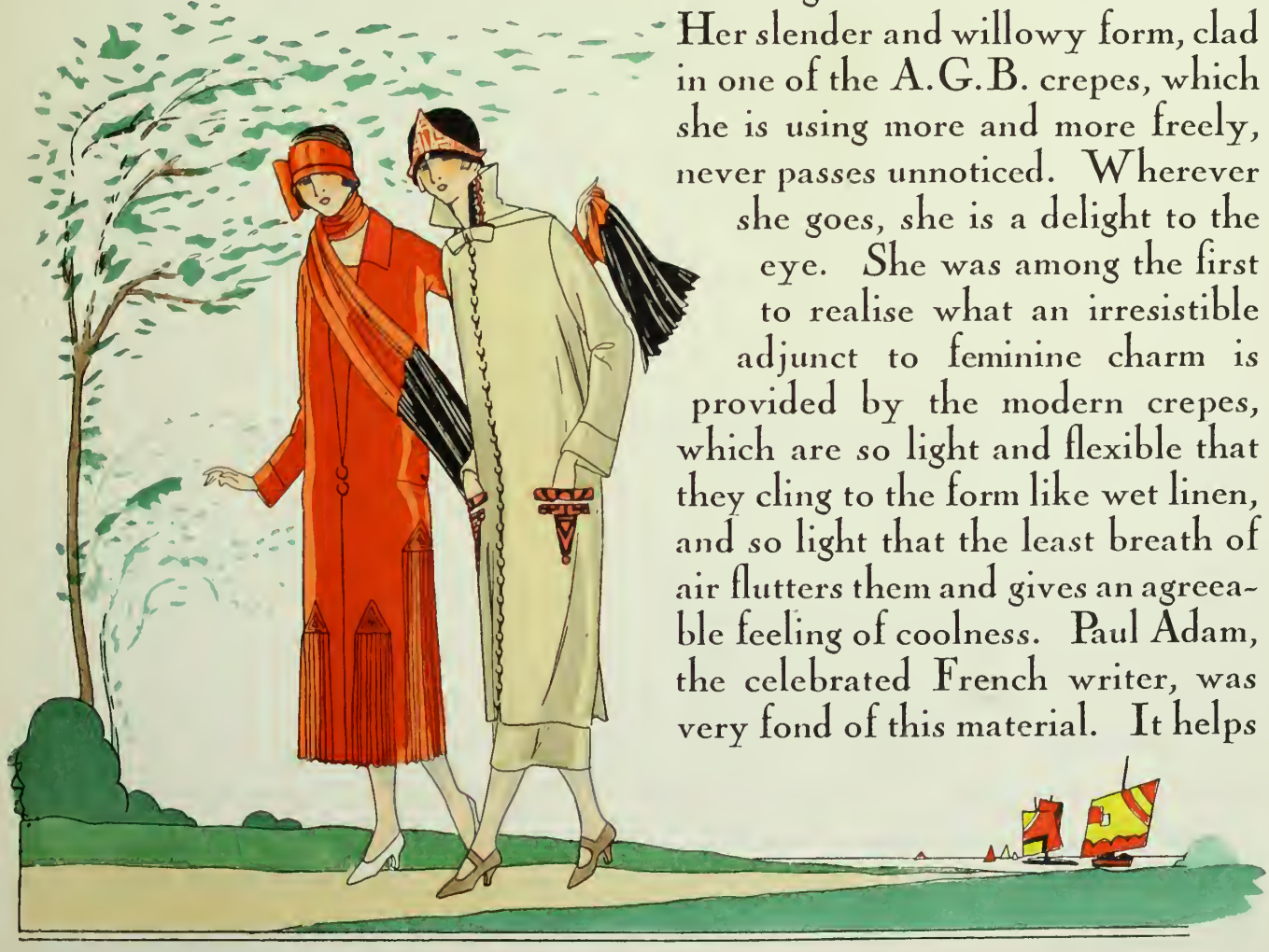
FEUILLETS DE L'ÉLÉGANCE FEMININE

MODES OF THE MOMENT

August is the holiday month. On lake and river, at the seaside and on mountain heights we find the Parisienne in all the glory derived from her indescribable knowledge of how to dress herself. Her slender and willowy form, clad in one of the A.G.B. crepes, which she is using more and more freely, never passes unnoticed. Wherever she goes, she is a delight to the eye. She was among the first to realise what an irresistible adjunct to feminine charm is provided by the modern crepes, which are so light and flexible that they cling to the form like wet linen, and so light that the least breath of air flutters them and gives an agreeable feeling of coolness. Paul Adam, the celebrated French writer, was very fond of this material. It helps



Pleated rust-coloured crepe de Chine tailor-made for afternoon wear.

Bernard

PICASSO. — *Long beige crepe du Maroc tunic with red and black Chinese embroidery.*

Premet

For country wear : white georgine with multicoloured embroidery, and crepe georgine to match, with beige embroidery. Molyneux

to transfigure the modern woman into one of those splendid statues immortalised by the genius of Phidias. Fortunately, the statuesque effect is only temporary, movement being the principal charm of the ensemble.

How women dress for the country

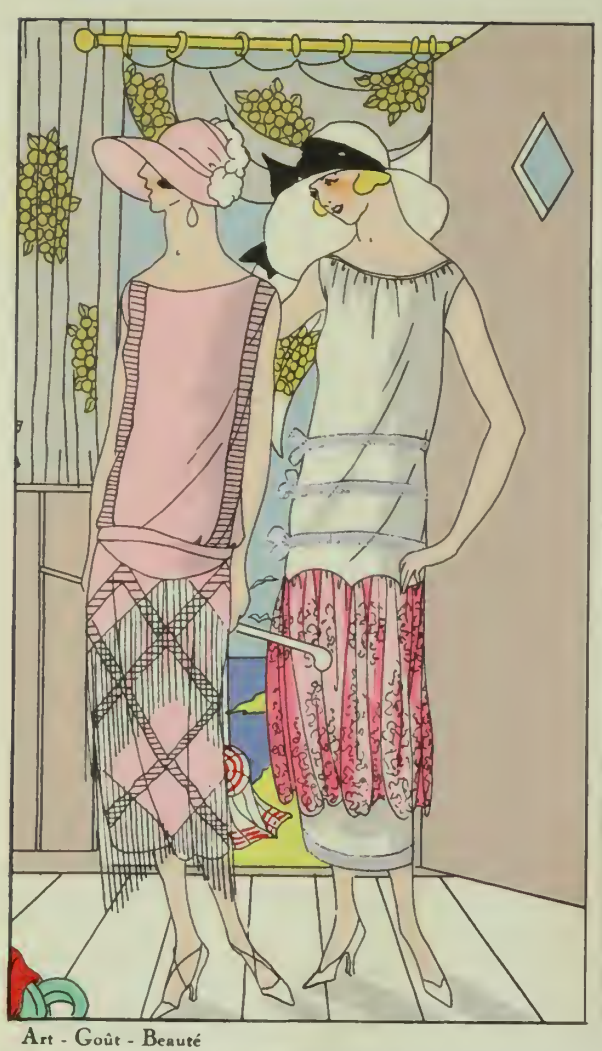
It is becoming more and more the pratice for Parisians to spend part of the summer at Compiègne, Chantilly, Louveciennes, Maisons-Laffitte, Versailles, Fontainebleau and other towns within easy reach of the capital. One result is the steady growth of golf and tennis. Another is that the correct style of dress has a sporting touch. Pleated skirts, plain or much embroidered jumpers, are the chief characteristics. After the game, fancy scarves or delightful medium-length coats come into use, and they are also very suitable for going to the railway station to wait for guests. Rather more chic than practical for gathering flowers or fruit are the dainty little cherry-coloured taffeta aprons embroidered with silver, but they supply a bright and attractive touch to the aspect of garden and orchard. They are supposed to protect the chiffon, organdy or crepe dress, but I rather suspect that this is only a pretext.

Sports notions

On the chic tennis courts frequented by equally chic players you see a great many A.G.B. *Fantasia* crepe dresses, rather like the striped silks used for men's shirts. This material lends itself to plain or pleated skirts and round or square fronts which give the dress a delightfully masculine little touch. You also see plenty of knitted wool and silk dresses, done by hand and treated like a material on the loom. The designs most favoured are big Scotch plaids, squares or stripes, and the colours are delightful. Most of these dresses are straight and are buttoned at the side, from top to bottom. They have deerskin waist-belts to match the dominant colour. Many women go in for coloured leather coats. The little knitted coiffures to match the dress, fitting closely to the shape of the head, are very becoming and handy and easy to manage. When rolled into a ball they are no bigger than the palm of the hand. The style of having one's initials or a club badge embroidered high and wide on a pocket, the front of the dress, or the dress, or the hat, continues in favour.

Port Vieux. — *A simple ruby and white crepe de Chine dress with a long blouse shape; embroideries to match.* Premet

Chouquette. — *Navy blue and white "Tiflis" A.G.B. crepe afternoon dress trimmed with small buttons.* Drecoll



Art - Goût - Beauté

Lotus. — *Pink "Ida" A. G. B. crepe afternoon dress trimmed with white bead fringes.*
Philippe et Gaston

Solange. — *White crepe du Maroc afternoon dress trimmed with ruby lace and silver braid.*
Bernard

NOTE

The reason why I so often mention A. G. B. crepes is that they are the handsomest made. Their softness, flexibility, beauty of texture and variety of colour are inestimable qualities, not to mention the many others they possess.

Dress for Casino wear

Casino dresses, especially at such smart places as Deauville, Dinard and Biarritz, are up to the highest standard of Parisian fashion. Nothing is too handsome, and the result is a bewildering display of brocades and A. G. B. lamés, in which gold and silver are combined with the richest and most brilliant colours in very "advanced" designs by the best artists. *Ida, Banjo* and *Fausta,* all A. G. B. creations, are strong enough to carry bead and paste diamond embroideries and crystal and jet fringes. They also make delicious casino dresses. Even the dressiest of these toilettes are scanty, and reveal the wearer's shape to an extent against which the moralists have given up objecting, as they know by experience that it is of no use to fight against the sweet obstinacy

White organdy dress with green voile sleeves; white and green organdy let in.
Jeanne Lanvin

Arabesque. — *Almond green "A. G. B." lamé evening dress, with ruby waistband.*

Jean Patou

Olympique. — *White crepe du Maroc evening dress brocaded with gold.*

Paul Poiret

Chantilly. — *Blond lace dress trimmed with embroidered lawn medallions.*

Doucet

La Vague. — *Navy blue "Ida" A. G. B. three-piece dress trimmed with braid to match.*
Philippe et Gaston

Bergère. — *A simple black crepe de Chine dress forming a flounce, with stitching to match.*
Beer

of woman and that the best possible reasons have never been able to prevail against a fashion.

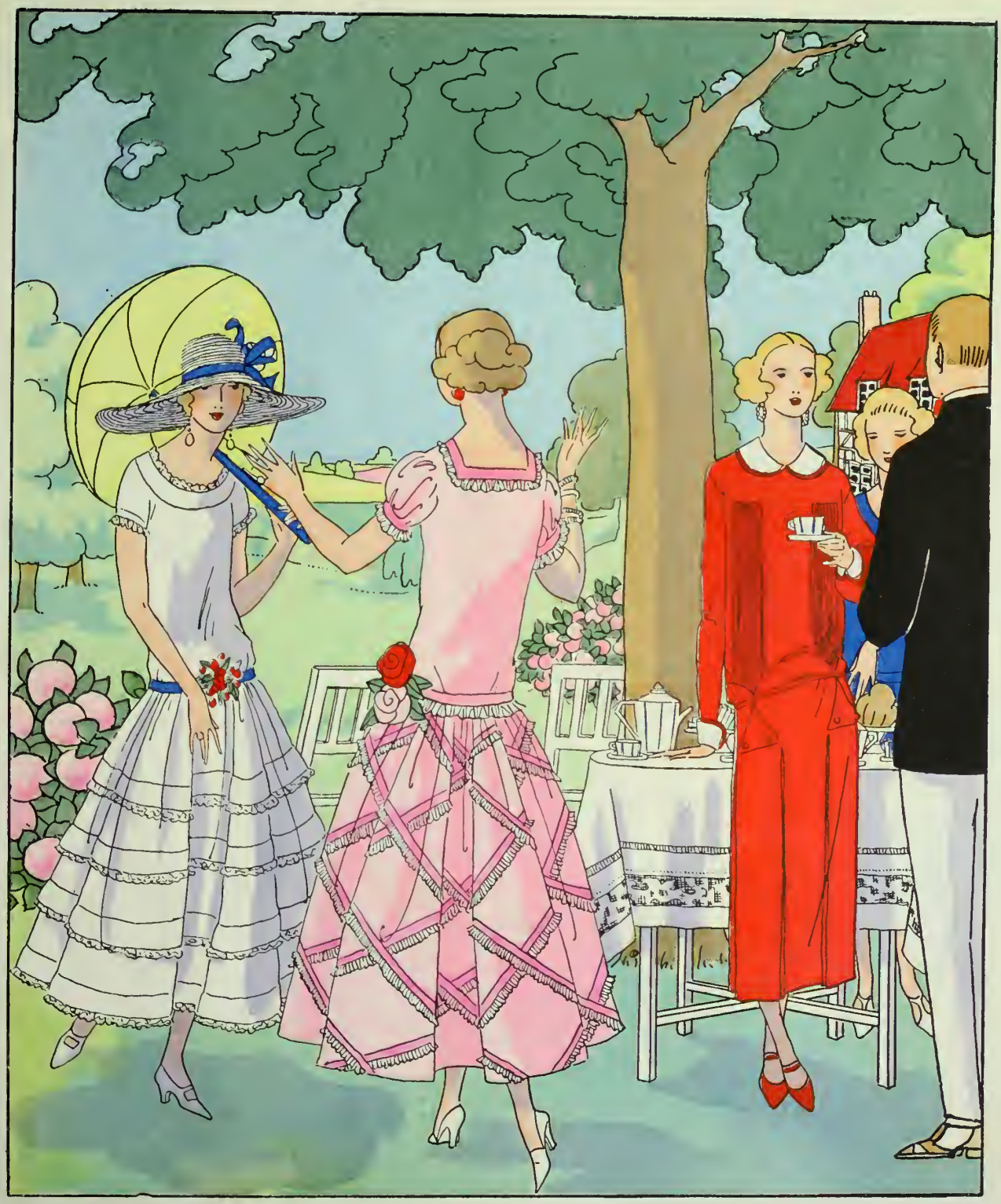
NOTE

Al though I daresay nobody will listen to me, I must confess that, apart from any question of decency, very close-fitting dresses are a mistake, a very great mistake. All women are not shaped like Phryne. Those portions of their lower limbs which they display so freely are not always pretty to look at; and besides, in this matter as in others, is not illusion better than reality?

Lariette. — *Salmon-coloured crepe georgine dress covered with lace to match.*
Beer

A few words about hats

Although the hats in vogue are described by the regulation names of canotiers (boaters), capelines and cloches, they none the less call up visions, at this time of the year, of the country and seaside. The soft felt hats worn on the beach would suggest winter if they were not made in all sorts of bright tints like those of the flowers of this radient summer. One modiste, Agnès, favours shaded tints of



FRAICHEUR.— *White organdy dress trimmed with blue ribbon and multicoloured bouquets.*

Jean Patou

Pink organdy dress trimmed with velvet ribbons to match.

Jean Patou

Pleated ruby - coloured crepe de Chine dress trimmed with white.

Doucet

orange for her felt hats ; another, Lucie Hamar, trims her felt hats with bunches of ribbon of the same delicate shade. For casino wear nothing could be more chic than a white Bangkok straw trimmed with gros grain and gilded wooden roses and set off with a gold scarf. Practically every hat at present is worn with a scarf. Those made of A. G. B. printed crepe are all the rage.

Two creations by Jeanne Lanvin

Organdy dress with blue ribbon panels.

White Turco crepe dress beaded all over. The lower part of the dress and the scarf are made of blue tulle.

Esthète. — *Green skin coat ; scarf of printed "A.G.B." crepe de Chine.*

Drecoll

Model N° 21 B. — *Beige woollen three-piece dress trimmed with stitchings to match.*

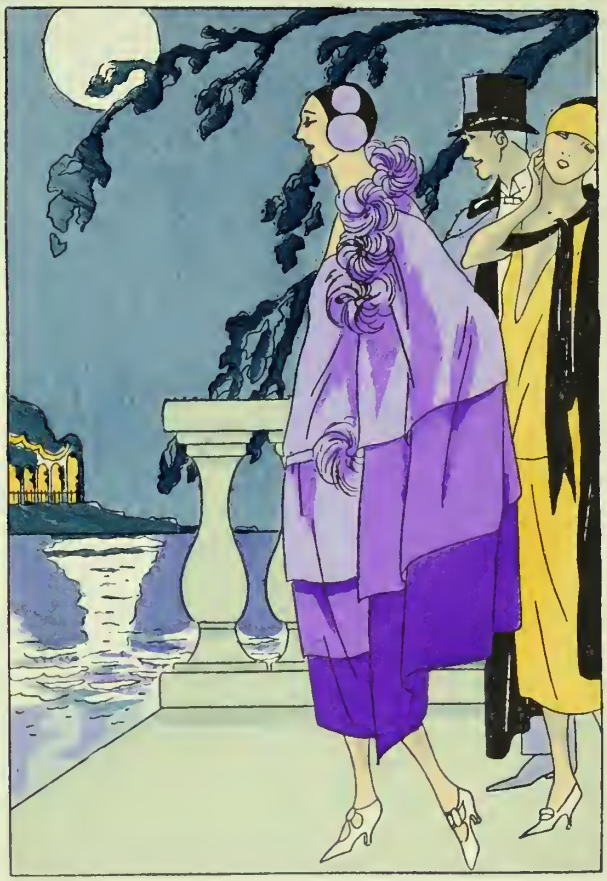
Molyneux

In full sunlight their colours are simply dazzling.

Paris in August

Paris is no longer Paris but a great cosmopolitan city where every language on earth except French is spoken. In some parts of the city the long rows of closed shutters convey a feeling of solitude and desolation, but it is easier than usual

to go about the streets and boulevards, and the barrow-loads of flowers and fruit are a continual reminder to visitors of the grace and beauty of Paris. In the evening, the brilliantly lighted restaurants in the Bois are full of buyers from every country in the world, who have come to see the advance models of dresses for the winter. The cool air from the trees and lawns provides them with a compensation for the superheated atmosphere of the rooms in which the marvels of fashion are paraded before them.



Model n° 128. — *Dress and cloak made of shaded crepe georgine trimmed with ostrich feathers.*
Molyneux

Rosemonde. — *White faille evening dress trimmed with real pearls.*
Beer

ROSINE.

Art - Goût - Beaute

Two creations by Bernard

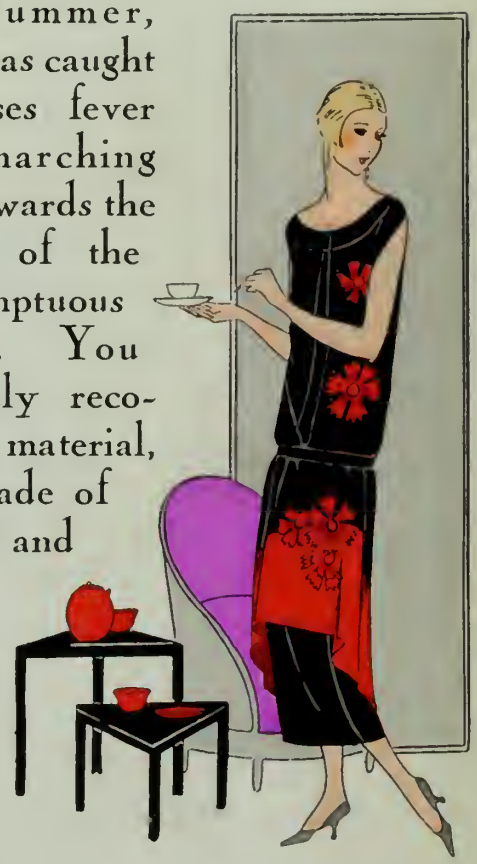
Porte-Bonheur. — *Raspberry-red crepe georgine afternoon dress, trimmed with little bouquets.*

Sous la Feuillée. — *Beige voile de soie afternoon dress, printed in colour.*

Some Fancies of Fashion

Everybody must have been acquainted with organdy when it was just a quiet, simple little thing, good enough for the unpretentious kind of dresses made with pleats or on the bias and having a trifle of embroidery or open-work : eminently suitable for tailor-mades and dressy enough for morning wear. This summer, organdy has caught the dresses fever and is marching boldly towards the conquest of the most sumptuous toilettes. You can hardly recognise the material, because it is covered with gorgeous flowers made of delicate silks or humbler wools mingled with gold and silver threads and brilliant touches of colour, but it is organdy all the same.

Organdy has also taken the form of camelias, eglantines, roses and dahlias, which are put on the tops of flounces or are used as garlands round the waist, as separate designs scattered round the bottom of the skirt, as panels at the side, as rounded, square or pointed fillets, edging for décolletés, trimming for sleeves and



Cousine Jeanne. — *Black and red crepe georgine dress with red flowers embroidered on it in wool.*

Martial et Armand

even to go round the bottom of the skirt. This applies not only to twill, tussor, foulard, cretonne and toile de Jouy but to taffeta, crepe de Chine, satin, poplin, lace, tulle and crepe.

Some varieties of organdy, made with large openwork and beaded flounces, are made into tunics worn over light dresses and match the sunshade and hat.

The triumph of organdy is equalled only by that of ribbon, which now provides

Art Goût - Beauté

Graziella. — *Navy blue "Ida" A. G. B. crepe calling dress with white embroidery and fringe trimming.*

Philippe et Gaston

Gaieté. — *Green lainage and white crepe de Chine three-piece dress with multicoloured embroidery.*

Paul Poiret

the entire material for scarves, hats, handbags, casaques, small garments with or without sleeves, and even whole dresses.

Ribbon is braided to form chess-board, plaid and chevron designs, which, when composed of several carefully matched colours, look like valuable mosaic.

This caprice, which has a great deal of feminine grace about it, has quite a good prospect of being adopted in the near future. I have already seen some ensembles worn with woollen materials. The prevailing colours

Two creations by Martial et Armand

J'aime ça. — *White crepe georgine dress with red lace let in.*

Plaisanterie. — *White crepe de Chine dress embroidered with red and black beads.*

the soft grey of which harmonises perfectly with the platinum-grey at present in favour. I have already seen collars, dress and mantle trimmings, capes and small garments trimmed with turtle-dove, unless of course it was dyed dove. These plumages, which are very soft and smooth, are used for edgings and in the place of braidings.

For waistband motifs or collar fastenings, imitation heads of turtle-doves or doves are used.

Another caprice of the day is are white combined with navy blue and old red, and grey and blond with eucalyptus green.

After having thus duly recorded the vogue of organdy and ribbon, let us see what is doing in feathers. Up to the present it has been the correct thing to put long, waving fringes of ostrich feathers on various parts of the dress. When we come to the half-season, ostrich may very possibly be ousted by turtle-dove,

Fleurette. — *Vieux Rose crepe de Chine dress with buttons to match.*

Premet

Chatelaine. — *Navy blue crepe de Chine calling dress covered with braiding to match.*

Dœuillet

renardeau lustré fur. Its light colour goes very well with the yellowish brown tints that were in favour for quite a long time and are coming in again in the autumn.

Panther, leopard, bison, gazelle and tagouin will also be in demand for trimming autumn tailor-mades. Numerous narrow strips will be placed, like braid, on silk and woollen materials. Self-colour will be the rage.

We also hear about shaved lamb, printed and stamped, to be worn with edgings of natural and dyed lamb. It will be used for garments, coiffures and parures. We are also promised motifs and strips of skin cut out, openworked, embroidered and printed, in the form of waistcoats, collars and waistbands to go with any ensemble.

Two creations by Dœuillet

PETITE AIMÉE. — *Black satin crepe casino dress with pleats.*

MADONE. — *Sky-blue satin teagown trimmed with crepe georgine flowers.*

In conclusion I must note that buttons still hold their place in our affections. These bits of mother-of-pearl, ivory and galalithe, stuck together in close rows like battalions of obedient sprites, will continue, at any rate for the time being, to adorn our dresses, coats and hats, and even our shoes, with stripes and squares and chevrons and edgings and all the geometrical figures that imagination and patience can create.

Drawings by Colette, Mariotton, Mana and Clédat.

LUCIE NEUMEYER.

Three creations by Agnès

1. Large white Bangkok straw hat trimmed with gros grain and gilded wooden roses; gold scarf.

2. Shaded orange-coloured soft felt hat.

3. A small hat, black picot and gold lamelles; black gros grain scarf.

Three creations by Lucie Hamar

4. A cyclamen felt hat trimmed with bunches of ribbon to match.

5. Ochred Italian straw capeline, trimmed with Scotch gauze ribbons.

6. A small sable crepe georgine cloche hat, with painted kid flowers laid on; scarf to match.

THE PRETTIEST WOMAN IN THE PLACE

by Clément Vuatel

While we were at the casino, Nicole pointed with her forefinger (the nail of which was painted) at a young woman who had a great many men round her, and asked:

— Do you know her?

— No, I replied. Who is she?

— She is simply the prettiest woman in the place.

Nicole said this in a tone that did not imply any great affection for the subject of our conversation.

— Is she one of your friends? I inquired with assumed innocence.

— Good gracious, no! Nicole retorted. I don't want to be seen with women who get themselves talked about. She's become one of the local curiosities like the old Norman inn and the fisherwoman who says she's a hundred.

After this, Nicole waited for me to make some caustic remarks of my own about the other woman. As I kept quiet, she went on:

— After all, it's only fair to say that she really is very pretty.

I prudently abstained from comment.

— Don't you think so? Was the next question.

— Well, I daresay you're right.

— I say she's delicious. Nicole continued. What eyes she has, what a nose, what a complexion!

— Just so.

— But.

I was expecting that "but", the terrible "but" that mingles its drop of vinegar or vitriol with the ambrosia and vanilla cream of feminine — and masculine — admiration.

— But, declared Nicole, though she's supposed to be the prettiest woman in the place, she ins't really aristocratic. Don't you think so?

— She seems to me to be very graceful and well dressed.

— Yes, but she tries to show off, just as if she had the centre of the stage with a crowd of moving pictures figures round her. It's very bad taste.

— That doesn't prevent her from having a beautiful nose, complexion and line. You said so yourself.

— Yes, but I think she squints just a little bit. Her nose isn't so good when you look at it little sideways, and we don't know what her complexion looks like when she wakes in the morning. You talk about her line, but you haven't seen her bathing!

— Only two minutes ago you seemed to think she was one of the wonders of the world.

— The world or the half-world. How can anyone know?

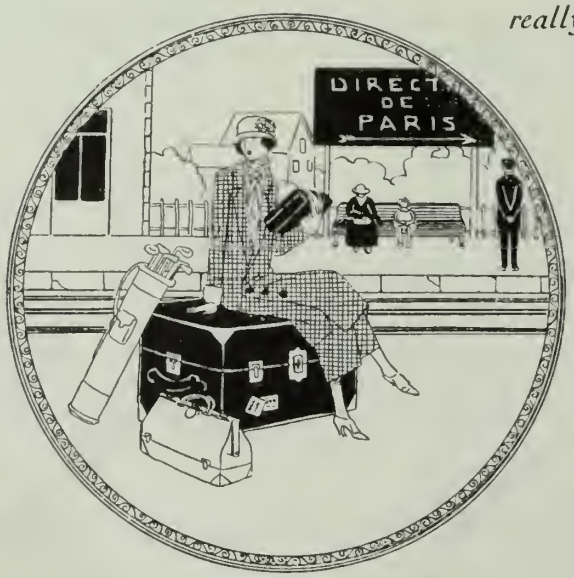
— Really, Nicole, I shall begin to think.....

— That I'm jealous? That's what I expected. I've never been jealous of anyone, thank goodness, and I can appreciate true merit whenever I find it, so I can willingly admit that the prettiest woman in the place deserves her title.

— What about yourself as a candidate? I suggested.

— Thank you, that's not my ambition. She is really very pretty, I tell you.

— I quite agree.



At this point, Nicole, who was beginning to show more and more signs of irritability, informed me that she was in a hurry to return to Paris — to Paris where the name of the prettiest woman is Legion (Simone, Jacqueline or even Nicole) and where, at any rate, her rivals do not have to meet her several times a day and see her showing off in that odious way of hers!

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The ingenuity of the artistic Parisiens never ceases to create for the chic feminine : the beaded and colored silk fringed motives are the most fashionable.

The decorative motives can be found in the trimming department of the CITY OF PARIS

Sport and Fashion

The desire to look one's best shows itself not only in sport costumes in general but in every detail of them. We are very far — although still quite near, in point of time — from the monsters clad in leather or woollen garments, their faces concealed under prehistoric helmets or swathed in green gauze veils, who used to be seen climbing mountains and sprawling on the sands or careering along the roads in the early motor-cars, scaring every other road-user and exciting sarcastic comment. We have changed all that, thank goodness! The feminine tourist no longer looks ridiculous. On the contrary, everything she wears, including the stockings and coiffure, serves as a pretext for cultivating prettiness and smartness. The knitted articles now turned out by manufacturers who specialise in sports wear are exquisite in shape and delightful in colour. The chiné stockings, a mixture of wool and silk, are pleasant to the eye as well as very strong. There is a delightful variety of soft and flexible scarves that give effectual protection against the cold air of mountain-tops and make another addition to the attractions of sport costume.

FACE-A-MAIN.

Jewellery

Diamonds, diamonds! They have fully come back into favour. For quite a long time women have given up wearing their diamonds and left them in their boxes, where their beauty began to fade in the darkness: for precious stones were made to shine in the light of day. They have now come into their own again.

They are worn round the wrist and hung from the lobe of the ear, but they need a very delicate and flexible mounting, a beautiful example

of which is shown here. It is by *MARCHAX*, one of the creators of modern jewellery.

The bracelet and the earrings also shown here, containing diamonds of the finest water and wonderful emeralds — a stone now in great demand and increasing in value every day — were worn at Deauville by a pretty woman and were one of the wonders of the place.

Invented and designed by MARCHAK
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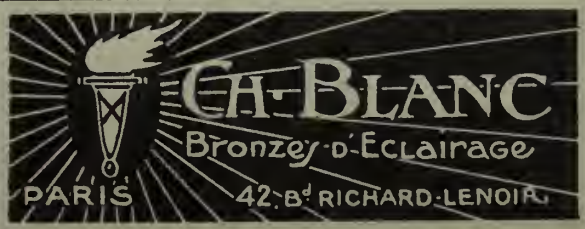

Le Gérant, Charles GOY.

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